

NATURALITY, LOOSE GOODS, ZERO WASTE: NATEXPO 2020 UNVEILS THE LATEST TRENDS ON THE ORGANIC COSMETICS MARKET

Today, a majority of innovations in the beauty product sector are connected with naturality. In cosmetics as in other markets, consumers expect to find products that take greater care of the environment and their health. The market for organic and natural cosmetics is therefore growing quickly, reaching €11 billion of sales worldwide in 2018.

And the phenomenon is showing no signs of slowing down: according to estimates, the market is set to exceed €5 billion of sales in Europe between now and 2023. France is a driving force in this field, in third position worldwide for its organic cosmetic market in 2019.¹

As a true reflection of this spectacular growth, the Cosmetics and Hygiene Products sector will be widely represented at Natexpo 2020, the international trade show for organic products, which will be held this year on 21 and 22 September at Eurexpo Lyon. With six months still to go, more than 60 firms in the sector have already registered, bringing a 16% increase in the surface area occupied by this sector compared to the previous Lyon edition in 2018. The 12,000 expected visitors will thus have the opportunity to meet and talk with the many industry professionals in attendance during these two days and to discover their innovations, in particular in the field of loose selling and zero waste.

Bulk retail in organic cosmetics, a growing trend

Among the new solutions on offer in the Cosmetics and Hygiene field: bulk, or loose selling, which reduces packaging and offers a new eco-friendly purchasing experience.

Initiatives in loose selling are developing fast: firms today offer innovative dispensing solutions for all liquids in the hygiene and cosmetics sector: creams, shampoos, shower gels, etc. Finally, it is also possible to fully eliminate potential waste, as illustrated by La Savonnerie du Midi which will present its famous packaging-free Marseille soap at the show.

Natexpo will also be an opportunity to discover the young company Cozie, which has reinvented the beauty product retail experience by offering liquid, organic and zero waste cosmetics thanks to a returnable container system and a bulk dispensing machine for product vending. The co-founder of Cozie, the winner of Natexbio Challenge 2019, tells us how things have changed thanks to Natexpo: "It was a fantastic opportunity, because as a young company (...) this tradeshow was a powerful springboard to increase awareness and demonstrate our loose vending machines. The impact was, and continues to be, huge: our reputation in the organic world received a massive boost thanks to Natexpo."



¹ Sources: Agence Bio, Cosmébio, Ecovia Intelligence

Zero waste in cosmetics: innovations to go all the way to the bottom...

This year, the exhibition is focusing on zero waste. Cosmetic packaging is being redesigned to prevent any waste. Several solutions are considered such as "smart sizing" which consists of creating small containers which allow the consumer to more easily finish the product before its use-by date.

Other firms are concentrating on a new challenge: using the last millilitres of the product with designs which allow the consumer to entirely empty the bottle or tub.

This is the project that Clever Beauty will be displaying at Natexpo, thanks to its anti-waste nail varnish. The bottle is fitted with a stopper which, with a simple click, enables the user to finish all the product in the bottle.



Make a beeline for the Cosmetic Innovations Forum

In association with Cosmebio, the trade association for eco-friendly and organic cosmetics, Natexpo puts on an area every year dedicated to beauty and well-being: the Cosmetics Innovations Village.

Professionals from the sector are thus invited to attend talks delivered by Cosmebio and will also be able to take part in workshops, test products and even be pampered.



Nearly 80 companies from the cosmetics sector already signed up for Natexpo 2020

ALGOVITAL	FLORAME	NATUROPERA
ARGILETZ LABORATOIRES	GREVEY GILLES & VALÉRIE	NOIREÔNATUREL
ATELIER BULLE SAS	GUERANDE	COSMETIQUES
AUTOUR DU BAIN	HAMAC	OMUM
BEAPHAR	INNOBIZ	PLANTE ET BEAUTÉ BIO
BEAUTY GARDEN	JCH RESPECT	PLIM POSITIVE INTIMITE
BELLE ET BIO	LABORATOIRE ALTHO	PUR EDEN
BERTYNE	LABORATOIRE DU HAUT-	REGION OCCITANIE
BIOSEPTYL / 1845	SEGALA	ROYER COSMÉTIQUE
BOHO GREEN	LABORATOIRE GRAVIER	SARMANCE, VIGNES BIO
CENTIFOLIA	LABORATOIRE LEA	SAS NAJJAR
CHANGE NOW !	NATURE	SAVONNERIES DU MIDI
CIEL D'AZUR LABS	LABORATOIRE ODYSUD	SIRIUS SAS
COMME AVANT	LABORGANIC	SOLIBIO
COMPTOIR DES LYS	LADY GREEN	SUN CHINE - ZEN AROME
COSCOON / RADIS ET	LAMAZUNA SARL	TADE PAYS DU LEVANT
CAPUCINE	LE SECRET NATUREL	TERRETHIC SAS -
COSMEBIO	LEMAHIEU	KARETHIC
COZIE	LOUISE EMOI SAS	THE HUMBLE CO
DE SAINT HILAIRE	MARILOU BIO	TOOFRUIT
DOUCES ANGEVINES	MLLE AGATHE	CLEVER BEAUTY
DR BRONNER'S	NATRUE	(EXPOSANT DU LAB)
ELIXIRS & CO	NATURAE BIOTY SARL	
ESTHETICA PURE-NATURE	NATURHONA (RHONABIO	
FEES EN PROVENCE	SAS)	
	LABORATOIRE	PUR ELEMENT
BIIO NATURE	INNOV'EFFETS	RÉJENCE
ENDRO	LES ESSENTIELS	SARL Ô CAPITAINÉ
GAD PRODUCTION	MANETIK	TEXTURES SAVEURS
L'ESPERLUETE	OH NATURE	
LA SAVONNERIE DU	OKA FRANCE COSMETICS	
NOUVEAU MONDE		

List as at 02/03/2020

NATEXPO IN 2020

The only tradeshow in Europe to cover all organic product segments, NATEXPO is now a firm fixture in the worldwide calendar of must-visit events for the sector. At the heart of all the latest organic and green trends, NATEXPO now is a well-known international reference, which is expecting a quarter of its exhibitors to come from foreign countries all over the world. Visitors will thus benefit from a global overview of the latest organic trends and be able to source the best ideas for their businesses tomorrow.

The dynamism of French regions in organic products will also be showcased at this 2020 edition, with nine regions already signed up.

Make a date with the exhibitors and special events laid on at Natexpo on 21 and 22 September 2020 at Eurexpo Lyon.

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<p>A show by</p>  <p>Fédération des transformateurs et distributeurs bio</p> <p>www.natexbio.com</p> <p>Organized by</p>  <p>www.spas-expo.com</p>	<p>More info about NATEXPO on www.natexpo.com</p> <p>Facebook (Natexpo) Twitter (@Natexpo) #Natexpo2019</p>
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NATEXBIO, the French Federation for the Organic Sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with Cosmébio, FNAB, and France Vin Bio

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. Spas Organisation organises 30 events: events dedicated to organic and natural products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network around France and the digital marketplace sevellia.com

SPAS ORGANISATION - 160 bis rue de Paris – CS 90001 - 92645 Boulogne-Billancourt Cedex - France
Tel: +33 (0)1 45 56 09 09 / Fax: +33 (0)1 44 18 99 00

Adocom RP: Sandra, Diana, Anaïs & C° –NATEXPO Press Office
Tel: +33 1 48 05 19 00 – E-mail: adocom@adocom.fr.


AGENCE DOGNIN COMMUNICATION
11 rue du Chemin Vert - 75011 Paris - Tél : 01.48.05.19.00 - Fax. : 01.43.55.35.08
e-mail : adocom@adocom.fr - site : www.adocom.fr
Qualification : Agence Certifiée OPQCM